

# LIM Wee Khee



## Chief, Digital Innovation & Design Practice

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### Profile

Ms Lim Wee Khee leads the Digital Innovation and Design Practice at NUS-ISS. The Digital Innovation & Design team focuses on supporting organisations in their digital transformation journeys through skills development, mentoring and consultancy in the areas of user experience, service design, design thinking and digital marketing. Wee Khee also drives curriculum design and delivery for related modules in the NUS Master of Technology - Digital Leadership program, Professional Diploma in Digitalisation, Graduate Certificate of Designing and Managing Products and Platforms, and Professional Certificate in Digital Marketing and Content Creation.

As an industry practitioner, Wee Khee has years of experience leading digital initiatives and customer-centric programmes across Asia Pacific region. A strong collaborator and people developer, she is interested in building capabilities and developing competencies in the domain of digital marketing, ecommerce, creative communications and experience design, combining both industry application with education.

Prior to joining NUS-ISS, Wee Khee held various leadership positions with global organisations from consumer technology, electronics, telecommunications industries and government sectors. She led Creative Services team for element14 (Avnet) to design digital communications, customer experiences, customer relationship management (CRM) programmes to drive ecommerce operations across Asia. In her stint with Singapore Tourism Board (STB), she managed the Marketing Activation & Innovation departments to drive towards a new consumer-centric approach in marketing. Other key achievements in her previous leadership roles in mobile and telecommunications industries include managing digital transformation for Nokia, starting up operations for search, social media monitoring and digital agency network set-up across APAC, marketing strategy development and mobile services creation.

A brand builder at heart, Wee Khee is passionate about connecting customers to brands with well-designed customer experiences and digital innovations. She leverages both the creative and analytical aspects of marketing to drive business objectives with consumer insights, research findings and data analytics in mind. Her other

expertise includes creating services & marketing strategy, integrated communications across multiple channels and digital marketing (search, social media, email, mobile, web analytics).

Wee Khee is a graduate from the National University of Singapore with Bachelor of Business Administration (marketing major, honours). She is awarded the Griffith Award of Academic Excellence, for completing Master of Training and Development (with Distinction) from the Griffith University of Australia. She has also completed Executive Education from INSEAD, DACE (Diploma in Adult and Continuing Education) and ACTA (Advanced Certificate in Training and Assessment) from Institute of Adult Learning, (IAL, SUSS). She is a recognised Specialist Adult Educator (SAE) by Institute for Adult Learning (IAL), Singapore, and part of the NUS-ISS Teaching Excellence team.

Connect with Lim Wee Khee at LinkedIn. <https://sg.linkedin.com/in/weekhee>

## Educational Qualifications/Professional Certifications

- Master in Training and Development with Distinction, Griffith University of Australia. Achieved Griffith Award for Academic Excellence.
- Bachelor of Business Administration, Marketing Major (Honours), National University of Singapore (NUS).
- Executive Education (Camelot Program), INSEAD.
- Diploma in Adult and Continuing Education (DACE), Institute for Adult Learning (IAL), Singapore University of Social Sciences (SUSS).
- Advanced Certificate in Training and Assessment (ACTA), Institute of Adult Learning (IAL) Singapore.
- Specialist Adult Educator (SAE) by Institute for Adult Learning (IAL), Singapore.

## Academic and Professional Experience

- NUS-ISS – Chief, Digital Innovation & Design Practice
- element14 (Avnet / Premier Farnell) - Head of Commercial Marketing and Creative Services, APAC & APAC Customer Experience Lead
- Singapore Tourism Board (STB) - Deputy Director, Marketing Activation & Innovation
- Nokia Southeast Asia Pacific - Online Sales and Marketing, APAC
- Nokia Singapore - Head of Marketing, Singapore
- Creative Technology - Internet Marketing
- Sony Asia Pacific - Regional Marketing

## What I Teach

### Social Media Marketing

DATA SCIENCE

**Social Media Analytics**

DATA SCIENCE

**Web Analytics & SEO**

DIGITAL INNOVATION & DESIGN

**Digital & Social Engagement Strategy**

DIGITAL INNOVATION & DESIGN

**Innovation Bootcamp**

DIGITAL STRATEGY & LEADERSHIP

**Professional Certificate in Innovation by Design**

DIGITAL STRATEGY & LEADERSHIP

**Professional Certificate in Digital Business Strategy**

DIGITAL INNOVATION & DESIGN

**Service Design**

**Web Analytics & SEO (NUS)**

## Digital & Social Engagement Strategy (NUS)

### Service Design (NUS)

DIGITAL INNOVATION & DESIGN

### Innovation Bootcamp

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